CLAIMS

What is claimed is:

1. A biased-assisted sign mounting system for mounting an associated sign to an associated structure, the structure including a vertical upright post having a face having a plurality of vertically extending, spaced apart openings, the mounting system comprising:

a spine adapted to mount to the vertical post, the spine have a face portion;

upper and lower mount portions mounted to the spine, at least one of the upper and lower mount portions having a biasing element securing portion;

an upper arm and a lower arm mounted to respective upper and lower mount portions, the upper and lower arms each having a pivot portion defining a pivot axis about the mount portion, the pivot axes being collinear, at least one of the upper and lower arms having a biasing element securing portion;

a biasing element operably connectings the upper or lower arm to its respective mount portion at the respective biasing element securing portions, wherein the arm is pivotal between first and second positions and is biased toward the first and second positions by the biasing element; and

a floating insert for mounting the spine to the upright, the floating insert having a body portion for engaging the spine and the upright and for spacing the spine face from the upright face, the floating insert having a latch portion disposed in the body portion, the latch portion engageable with the upright to secure the floating insert to the upright, the latch portion including a fastener extending therefrom engageable with the spine to secure the spine to the floating insert, wherein when the floating insert is engaged with the upright and the latch fastener is engaged with the spine, the spine is secured to the upright with the face portion of the spine spaced from the face of the upright.

2. The biased-assisted sign mounting system in accordance with claim 1 wherein the floating insert body includes a central support portion and depending legs extending from the central support portion, wherein the central support portion is adapted to engage the spine and the legs are adapted to engage the face of the upright to space the face portion of the spine from the face of the upright.

3. The biased-assisted sign mounting system in accordance with claim 2 including tabs formed in the depending legs urged inwardly toward one another, the tabs configured to retain the latch portion within the body portion.

4. The biased-assisted sign mounting system in accordance with claim 1 wherein the latch portion has a finger and a first hook element spaced from one another, the finger and first hook element being opposingly oriented.

5. The biased-assisted sign mounting system in accordance with claim 4 wherein a base portion of the finger includes a second hook element that is commonly oriented with the first hook element, the second hook element being disposed between the finger and the first hook element.

6. The biased-assisted sign mounting system in accordance with claim 5 wherein the second hook element is formed as a slot in the base portion of the finger.

7. The biased-assisted sign mounting system in accordance with claim 1 wherein the latch portion fastener is a threaded stub and wherein the floating insert body portion includes an opening for receiving the threaded stub.

8. The biased-assisted sign mounting system in accordance with claim 7 wherein the threaded stub is adapted for insertion into an opening in the spine face portion.

9. A sign mount for mounting an associated sign to an associated structure, the structure including a vertical upright post having a face having a plurality of vertically extending, spaced apart openings, the sign mount including a spine having a face and having upper and lower pivoting mount portions, the sign mount comprising:

a floating insert for mounting the spine to the upright, the floating insert having a body portion for engaging the spine and the upright and for spacing the spine face from

the upright face, the floating insert having a latch portion disposed in the body portion, the latch portion engageable with the upright to secure the floating insert to the upright, the latch portion including a fastener extending therefrom engageable with the spine to secure the spine to the floating insert, wherein when the floating insert is engaged with the upright and the latch fastener is engaged with the spine, the spine is secured to the upright with the face portion of the spine spaced from the face of the upright.

10. The sign mount in accordance with claim 9 wherein the floating insert body includes a central support portion and depending legs extending from the central support portion, wherein the central support portion is adapted to engage the spine and the legs are adapted to engage the face of the upright to space the face portion of the spine from the face of the upright.

11. The sign mount in accordance with claim 10 including tabs formed in the depending legs urged inwardly toward one another, the tabs configured to retain the latch portion within the body portion.

12. The sign mount in accordance with claim 9 wherein the latch portion has a finger and a first hook element spaced from one another, the finger and first hook element being opposingly oriented.

13. The sign mount in accordance with claim 12 wherein a base portion of the finger includes a second hook element that is commonly oriented with the first hook element, the second hook element being disposed between the finger and the first hook element.

14. The sign mount accordance with claim 13 wherein the second hook element is formed as a slot in the base portion of the finger.

15. The sign mount accordance with claim 9 wherein the latch portion fastener is a threaded stub and wherein the floating insert body portion includes an opening for receiving the threaded stub.

16. The sign mount accordance with claim 15 wherein the threaded stub is adapted for insertion into an opening in the spine face portion.